

服を着るなら△

*Sp. Illustration
Shinichi Ohsawa 1989
Can. \$7.95 / U.S. \$5.95*

こんなふう

VOLUME

02

著者

縞野やえ

イラスト

MB

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Knit

Chester Coat



Jeans



服を着るなら *If You're Gonna Dress Up, Do It Like This* こんなふうに

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02

*Side Gore
Boots*



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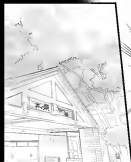
If You've Grown Up, You're Not a Kid

#09



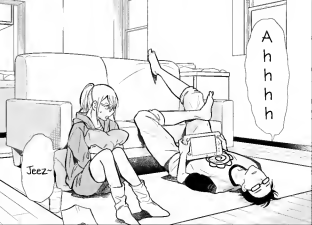
























Getting all excited about trying on new clothes is super fun!



Do you like clothes that much, Higuchi?



Yeah! I love 'em!



I wish I could say that someday too...



That's great...



I don't mean anything weird!

Ah,

wait,



Okay then!



Don't you like clothes too, Yuzuke?

Well, kind of...



#09 END

MB's Note

#09

In chapter 9, our story has started shifting in a new direction with the introduction of a new character - Rika. But at the end of this chapter, we also had the introduction of a modest yet fashionable clothing store, the clothing chain "MUJI".

The Unbranded Brand



Many people may think that MUJI is a just a general store, but surprisingly, their clothing line has quite some power behind them. In actuality, an unexpectedly large amount of MUJI's clothes were designed by big name designers. But the names of these designers and collaborating companies were purposefully omitted to follow MUJI's branding scheme. After all, having a brand name on their products goes against the store's name, as "muji-rushi" means unbranded.

For example, it is well-known that Fukusawa Naoto designed the famous "infobar" mobile phone for MUJI's electronics section. Similarly, Yamamoto Yohji, a famous clothing designer endorsed by famous actor-director-comedian Beat Takeshi, has developed clothing lines for MUJI.

A product worth mentioning from their current lineup is their "Wash-faded broad shirt" and it's a steal at just 3,000 yen (~\$27.00). The shirt is currently trending with industry insiders and designers, because of its thin fitted sleeves that give its wearer a slimmer silhouette. But the shirt still has a "relaxed" fit around the body, making it "comfortable to wear and beautifully lengthening."

In addition to their shirt, MUJI's sneakers and backpacks are nothing short of masterpieces. Please don't disregard them just because they're from a general store and try them yourself!



/a/nonymous presents:

Fuku wo Kuru nara Kon na Fui ni
(If You're Gonna Dress Up,
Do It Like This)



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